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(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(54) Title: USAGE DATA HARVESTING
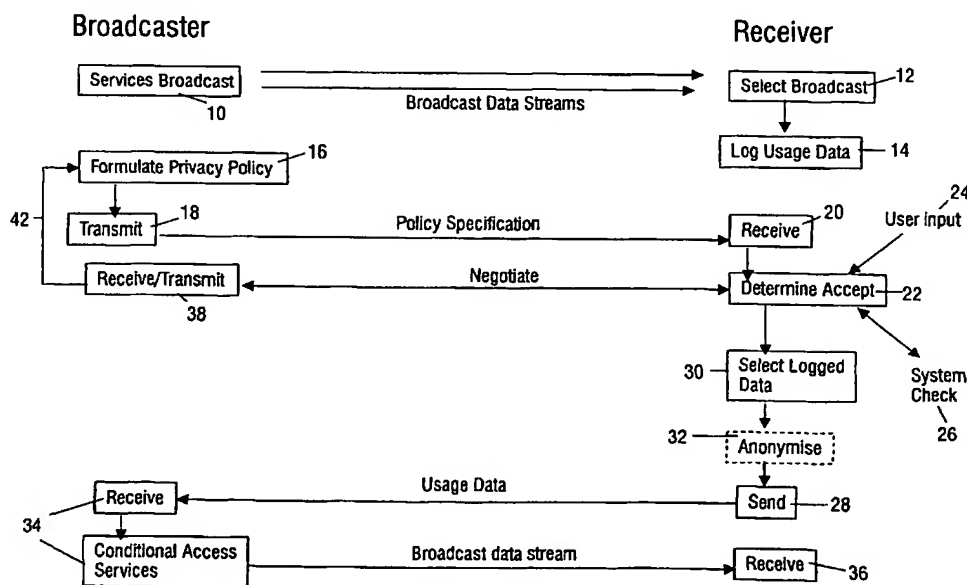
(57) **Abstract:** A method of harvesting usage data from a broadcast receiver configured to detect and store such usage data comprises providing (16, 18) to the receiver a privacy policy identifying not only the usage data sought to be harvested but also the intended use for such data. At the receiver, an interactive or automated determination (22) is made as to whether a received privacy policy is acceptable; and if so, the receiver selects (30) from store the usage data identified in the privacy policy and transmits (28) the same to the sender of the privacy policy. A receiver apparatus configured to support the method is also provided.